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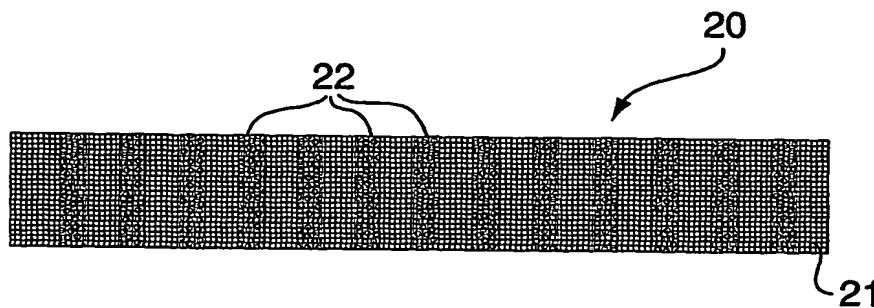
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(54) Title: VEHICLE CABIN AIR FILTER FRESHENER



(57) Abstract: An air freshener filter insert for use with the air filter in a motor vehicle air conditioning, air ventilating systems. The air freshener filter insert is a strip of permeable material such as a mesh which may be formed having pockets spaced apart from one another longitudinally there along. The pockets contain a selected quantity of a solid particulate material impregnated with a time release substance of selected fragrance. A length portion of the air freshener strip is cut to match the length of a replacement air filter and then mounted on a face thereof. The combined unit is then installed in the vehicle ventilating system. Servicing of the air filter can readily be done at quick lub service stations.